

<b>Form PTO-1449 Modified</b>		Docket No. MSFT-0765/ 190453.1	Serial No. Not Yet Assigned
List of Patent and Publications Cited by Applicant (Use several sheets if necessary)		Applicant Dave Wecker, et al.	
U.S. Department of Commerce Patent and Trademark Office		Filing Date Herewith	Group Not Yet Assigned
<b>OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)</b>			
JB	AA	Deng, J., et al., "Local web advertisement through dynamic active proxy," <i>IEEE International Conference on Multimedia and Expo.</i> , July 30-August 2, 2000, ISBN: 0 7803 6536 4, Vol. 2, 1183-1186	
JB	AB	Mazur, L., "When next for the banner ad?," <i>Internet Business Magazine Ltd.</i> , July 2000, ISSN. 1366-2821, 78-83	
JB	AC	Raghu, S., "Dynamic profiling of consumers for customized offerings over the internet: a model and anyalysis," <i>J. Decision Support Systems</i> , 2001, ISSN: 0167-9236, 32, 117-134	
EXAMINER		DATE CONSIDERED	
Londra Burge		10-19-04	

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				Applicant Dave Wecker, et al.				10/091276 U.S. PTO 03/05/02	
				Filing Date Herewith		Group Not Yet Assigned			
<b>U. S. PATENT DOCUMENTS</b>									
Examiner Initial		Document No.	Date	Name	Class	Subclass			
JB	AD	5,715,403	02/03/98	Stefik	395	244			
JB	AE	5,845,281	12/01/98	Benson, et al.	707	9			
<b>FOREIGN PATENT DOCUMENTS</b>									
Examiner Initial		Document No.	Date	Country	Translation				
					YES	NO			
EXAMINER	London Burge			DATE CONSIDERED 10-19-04					